



**CENTRAL PROVIDENT
FUND BOARD**

E-Service Experience

Mr Goh Teck Soon

Director

(Infocomm Technology Services)

6 March 2003

CPF e-Service Channels

**CPF PAL-Internet
1997**

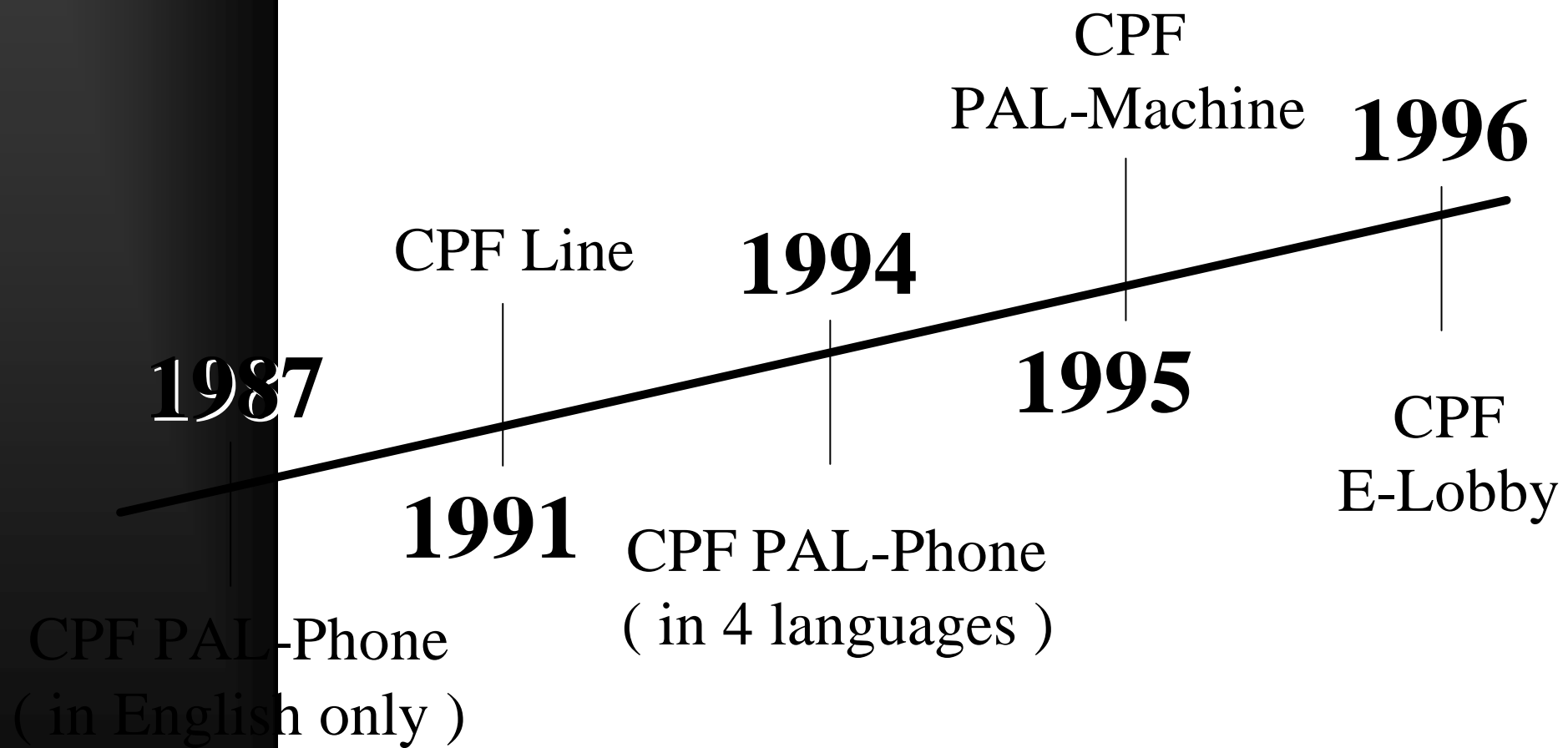
**CPF PAL-Phone
1987**



**CPF e-Customer Counter
1999**



CPF E-Services History



Continue.....



CPF E-Services History

New CPF PAL-Phone
- Fax-a-statement
- Express PAL

1997

CPF Website

Enquiry of CPF statements
through PAL-Internet

Continue.....



CPF E-Services History

1998

PAL-Internet
Employer Returns

Electronic Fund
Transfer

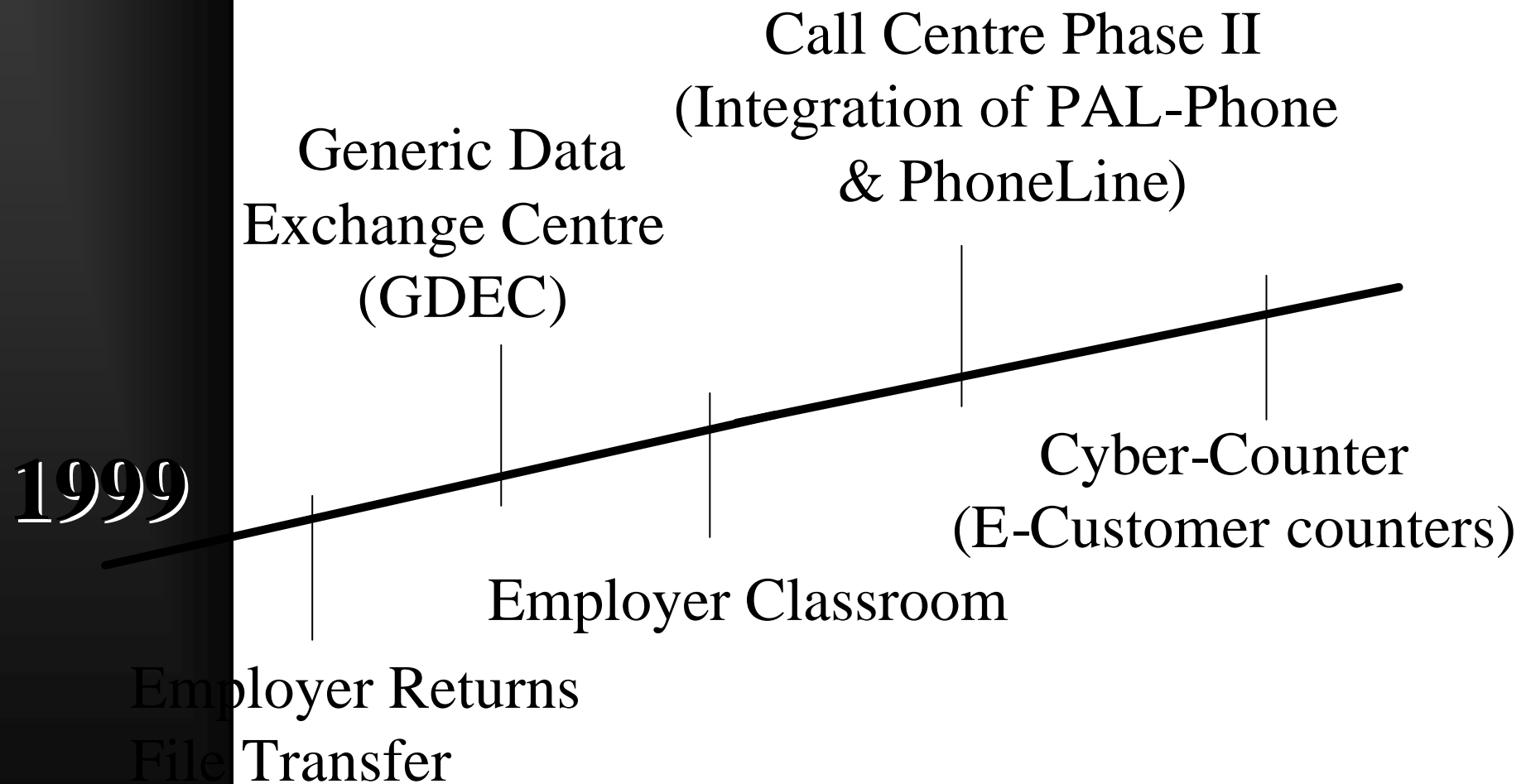
Online
PAL PIN Change

Call Centre
Phase I

Continue.....



CPF E-Services History

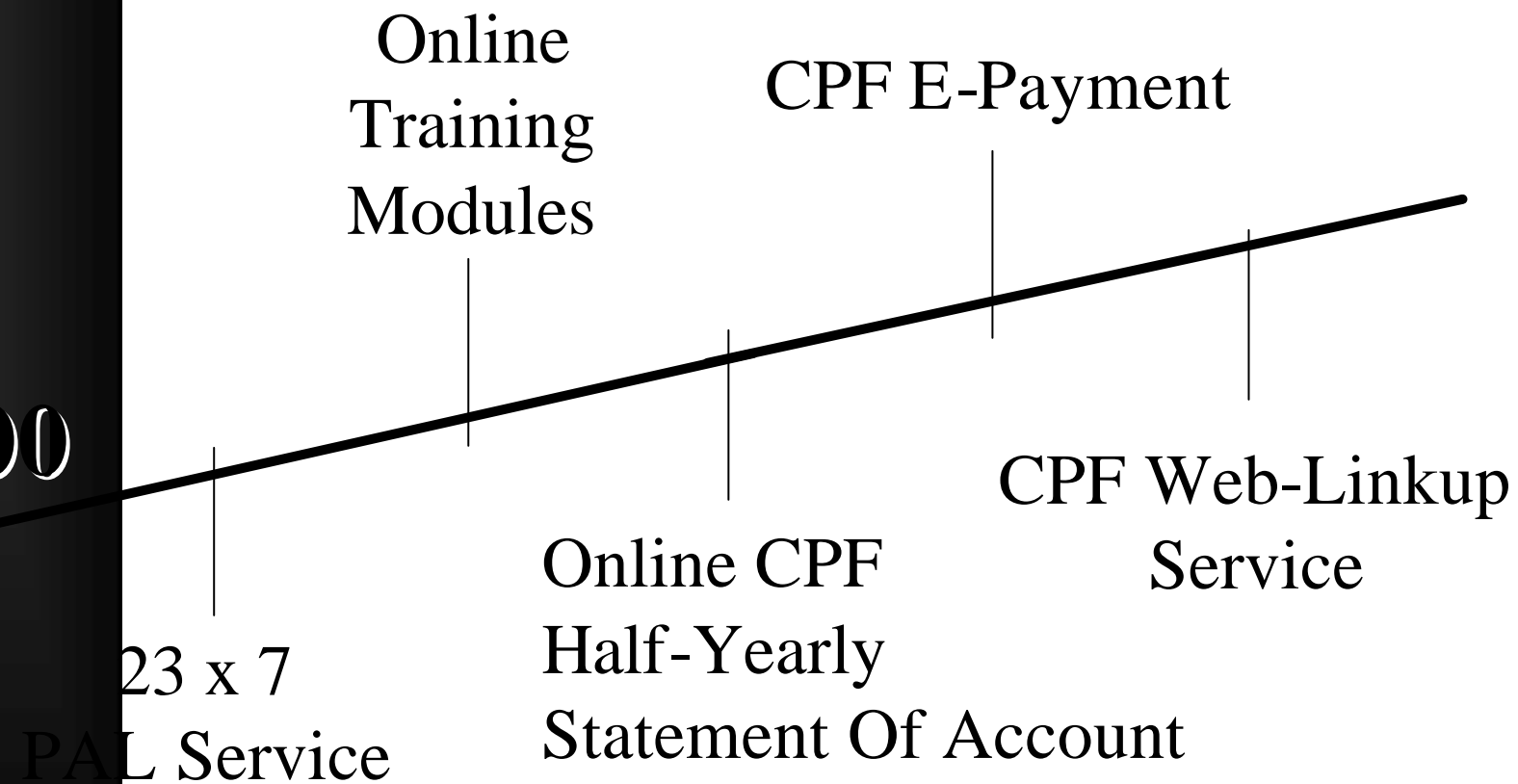


Continue.....



CPF E-Services History

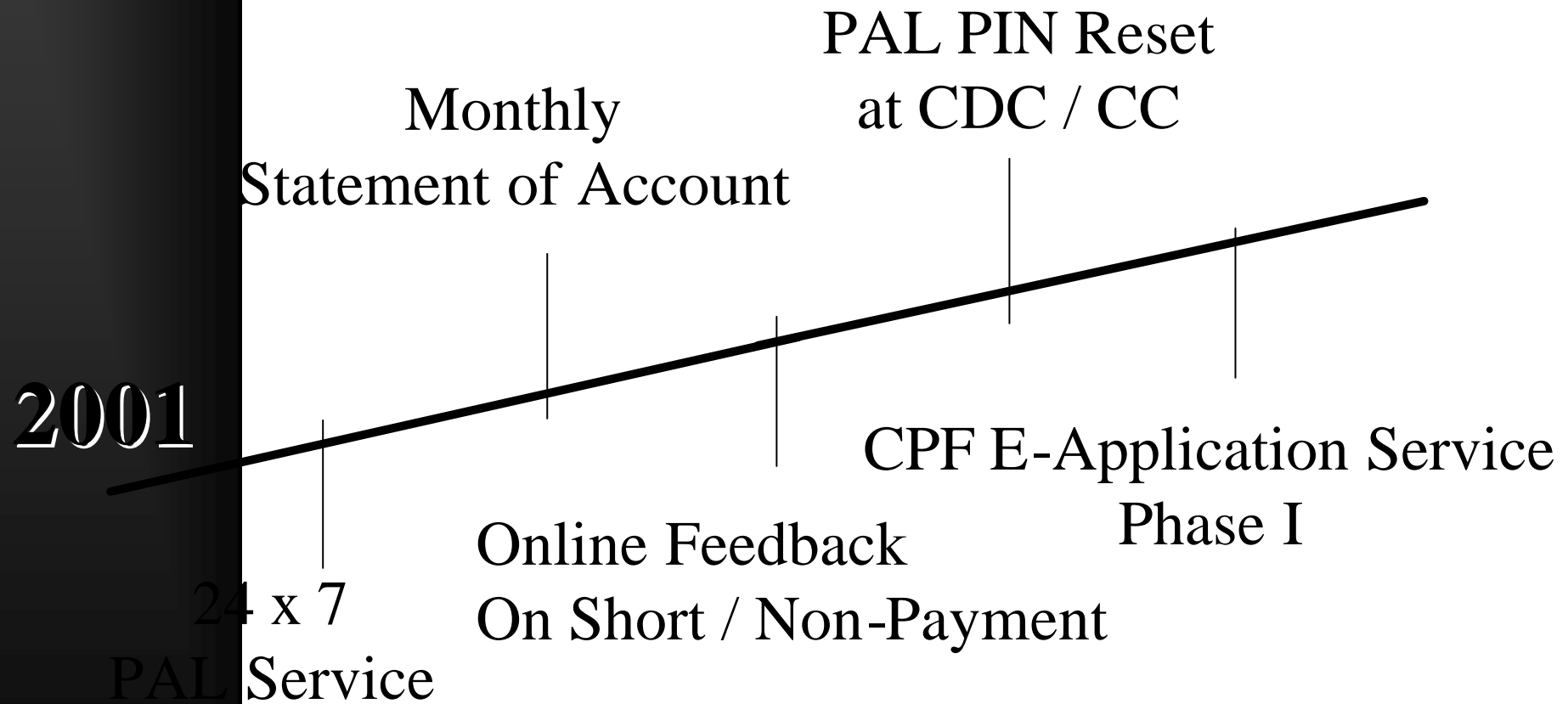
2000



Continue.....



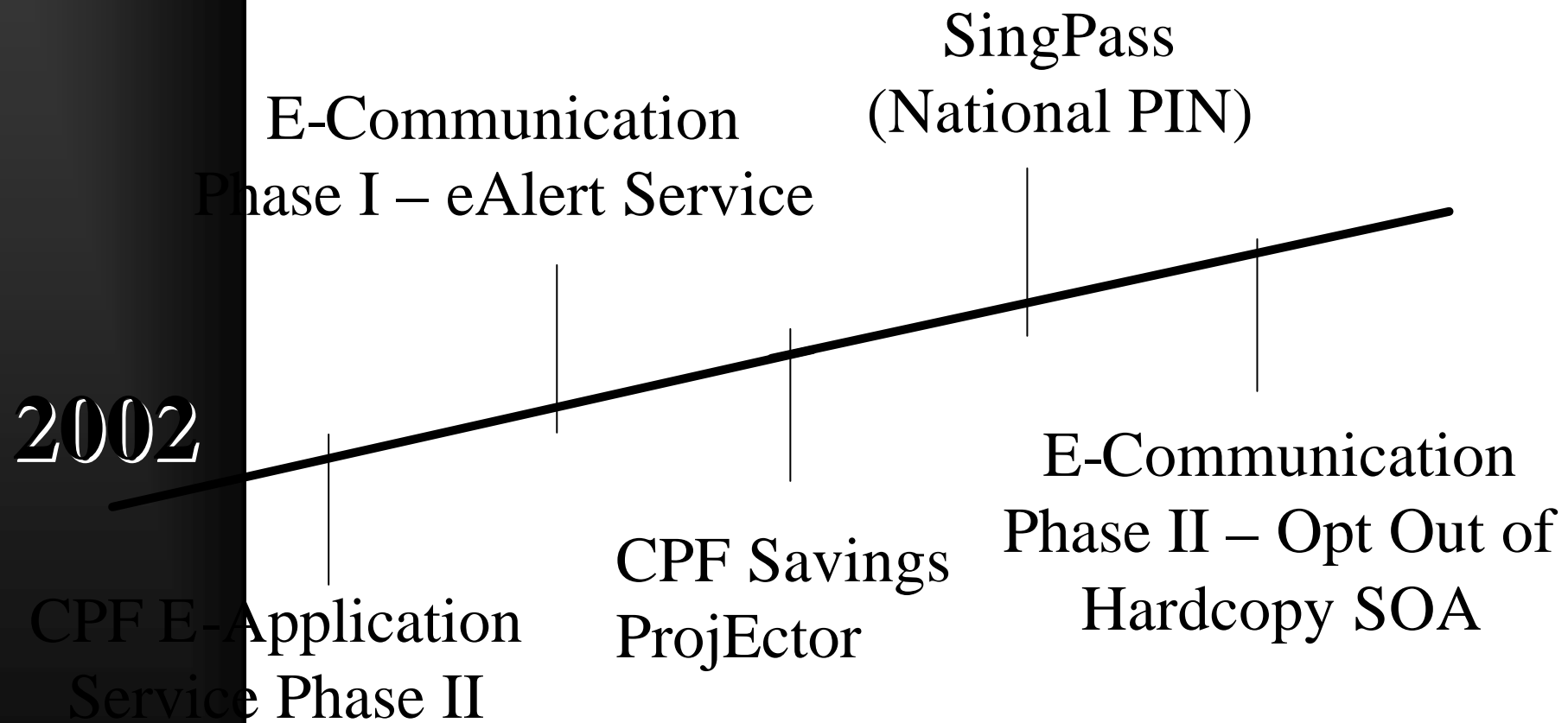
CPF E-Services History



Continue.....



CPF E-Services History



CPF e-Service Vision

Our customers can perform all CPF transactions electronically, anywhere and at anytime, without having to visit the Board's office or use hardcopy forms/mails.



CPF e-Service Strategies

- Make available all transactions online
- Integrate frontend with backend systems
- Explore all useful channels
- Train staff on necessary skill sets
- Provide staff with necessary facilities to support customers' online transactions
- Linkup with business partners

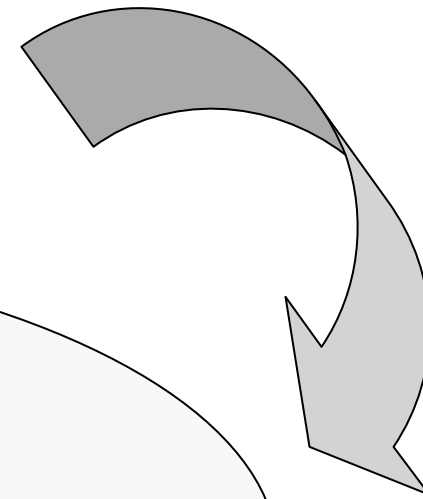
Impact Of CPF e-Service On CPF Customers

- Greater accessibility of CPF services
- One-stop convenience
- Non-stop service
- Timely and accurate information
- Quick response time

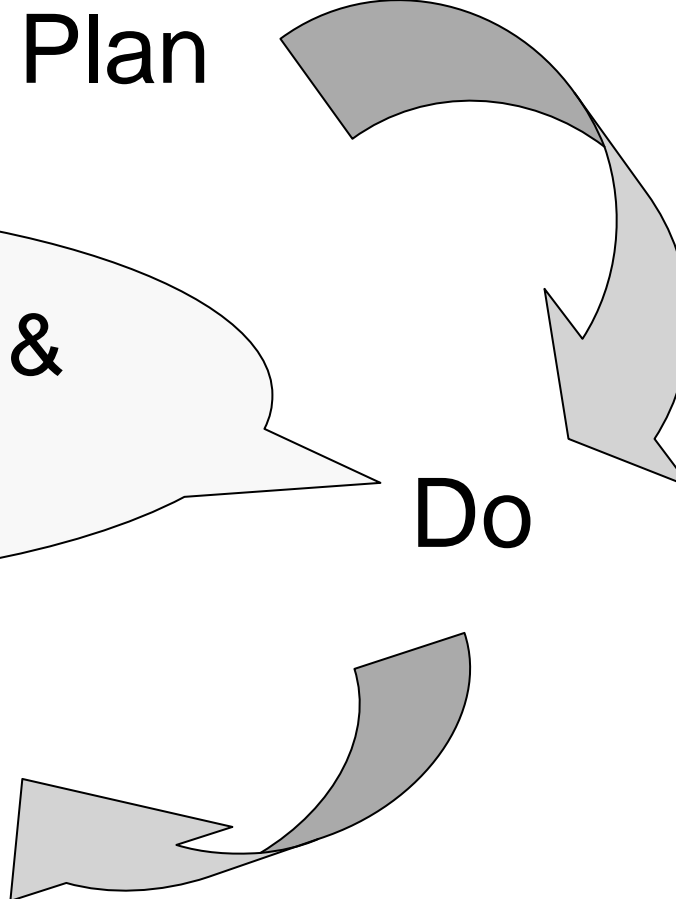
Implementation PDCA Cycle

Plan

- Vision
- Implementation plan & strategies
- Public communication plan

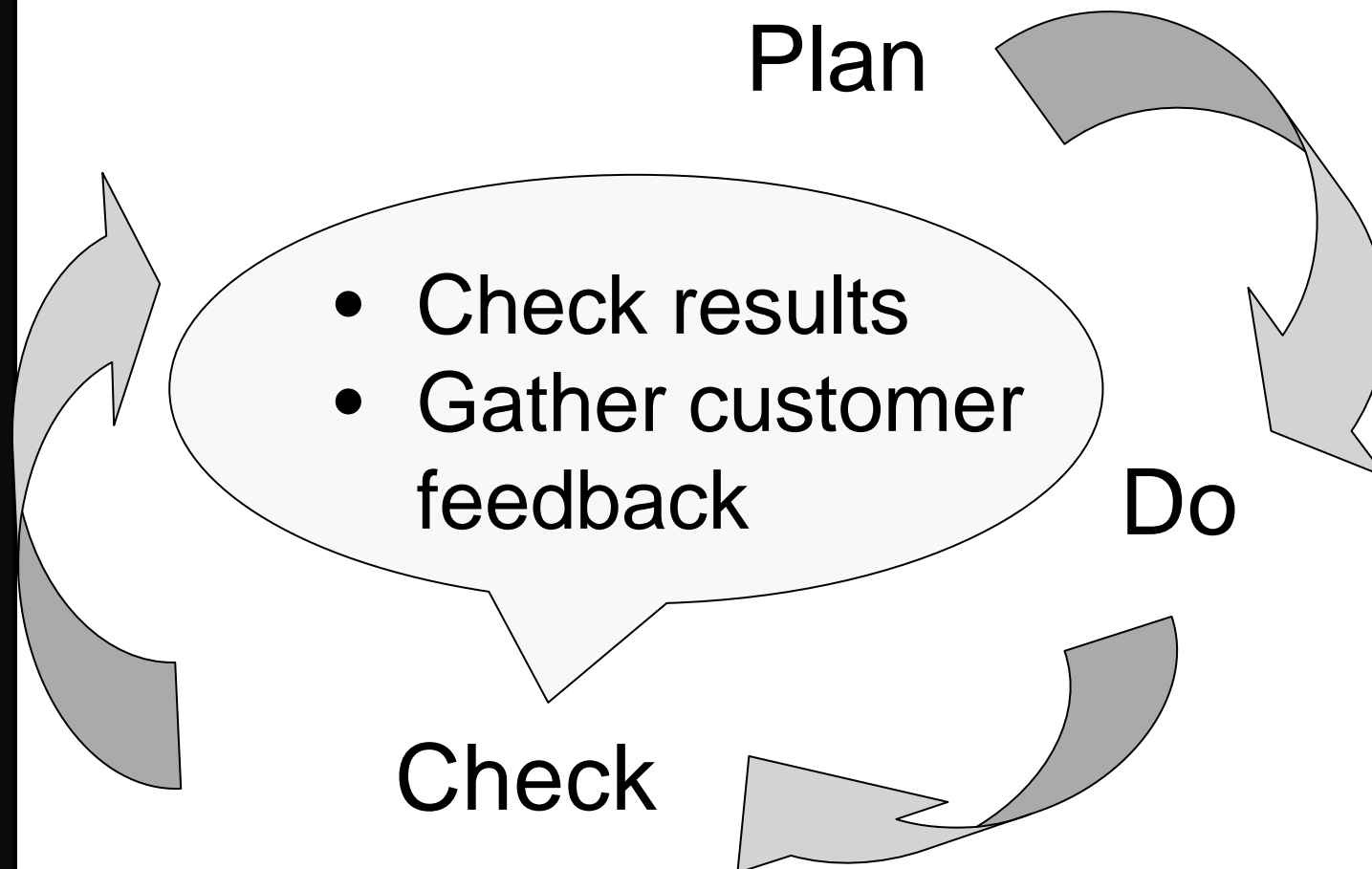


Implementation PDCA Cycle

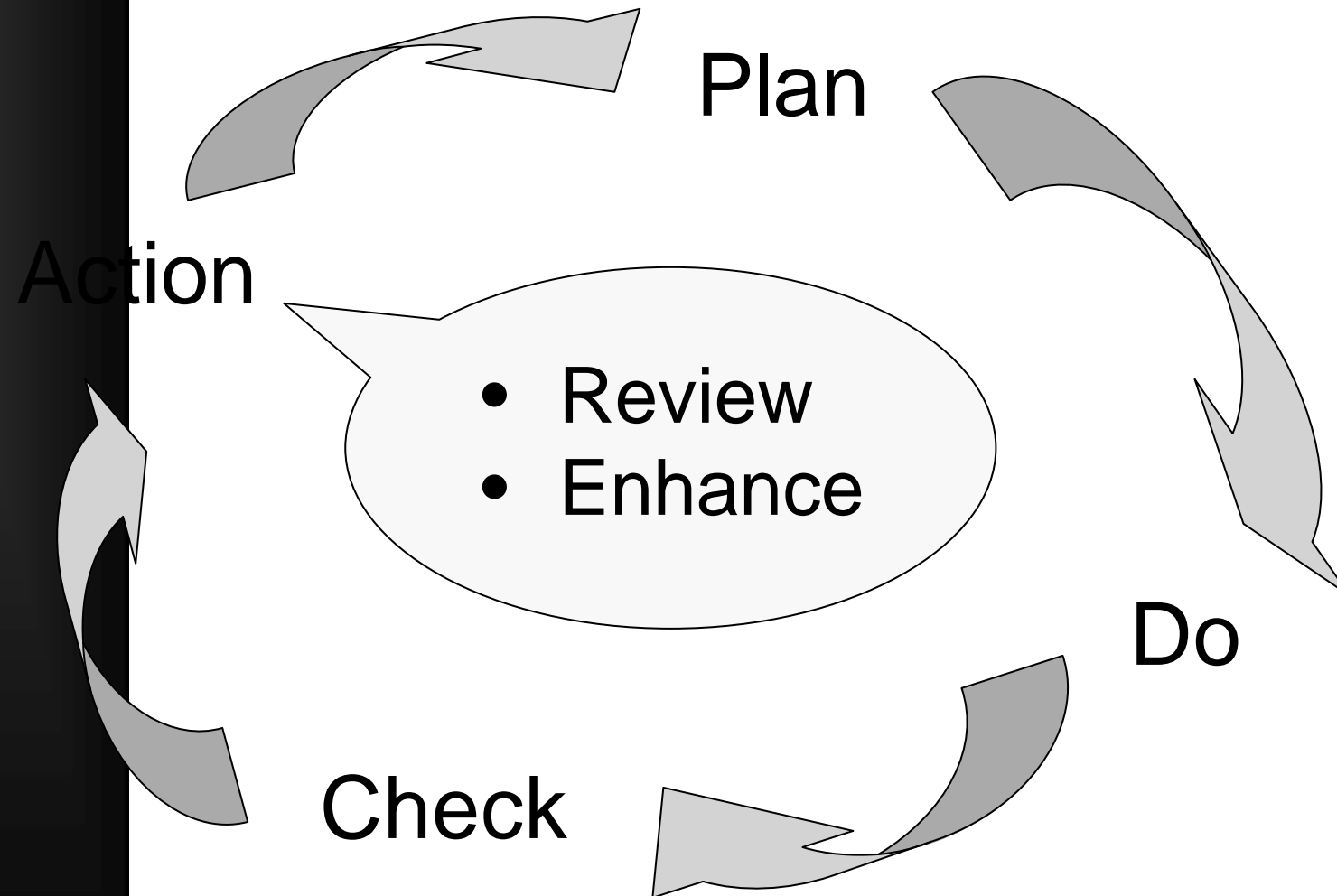


- Design, develop & implement

Implementation PDCA Cycle



Implementation PDCA Cycle



8 Key Success Factors

- 1. Have a sound vision and passion**
- 2. Put in place a structured implementation & review process**
- 3. Begin with simple systems**
- 4. Exploit latest infocomm technology**
- 5. Leverage on business partners' resources**
- 6. Listen to customers**
- 7. Communicate clearly and comprehensively to customers**
- 8. Build & market brand name & image**

Customers Expectations

“ Consumer electronics makers, media companies, and marketers better be ready in 2003. Armed with new technologies and tools, consumers will demand more of the content and entertainment they want -- when, how, and where they want it. ”

- *Quote from Forrester prediction*

“ 2003 : The Year of Consumer Control ”

Challenges

- **Internal**
 - How to be as efficient as possible?
 - Staff embracing e-services?
- **External**
 - How to meet customer's increasing expectations?

Overcoming Challenges

Information 10-Year Plan

- **Yearly review**

Conclusion

- Focused vision and a strong organizational support is vital
- Start simple, learn and evolve fast
- Be prepared to change plan
 - change is a constant
- All in place?
 - infrastructure, helpdesk, manpower etc.
- Be a customer yourself !



Thank You